ORDER

Orders Order / Rev: 186291 Alt Order #: Product Desc: American Crossroads **KMGH** Estimate: 1065 Flight Dates: 10/02/12 - 10/08/12 Primary AE: David Lombardo Original Date / Rev: 09/28/12 / 09/28/12 Sales Office: **EWSDC** Order Type: **GENERAL** Sales Region: NAT **Crossroads Media Group** Name: Agency **Buying Contact:** Emily Milhoan Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza, Suite 555 Billing Cycle: EOM/EOC Alexandria,, VA 22314 Agency Commission: 15% Advertiser Issue/American Crossroads Name: Demographic: A25-54 New Business Thru: **Product Codes:** 00:10:00 PL23-Issue/Prop Order Separation: Priority: P2 Advertiser External ID: MAJ Revenue Codes: POL, POL-ISSUE, ISS Agency External ID:

Totals

Month

Totals

October 2012

Spots

107

107

Gross Amount

\$123,475.00

\$123,475.00

Net Amount

\$104,953.75

\$104,953.75

Rating

0.00

0.00

End Date

10/08/12

Spots

107

Gross Amount

\$123,475.00

Bill Plan

Start Date

10/01/12

| Account Executives | | | | |
|--------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| David Lombardo | | | Start Of Order - End Of Order | 100% |

\$104,953.75

Net Amount

| Ln Ch Start End | Inventory Code Break | Start/End | Time Days | Len Spots | Rate Pri | Rtg Type S | pots | Amount |
|---|---|-------------------------|----------------|-----------|---------------|------------|------|-------------|
| N 1 KMGH 10/07/12 10/07/12 | 7A-8A SUN MORN NEWCA 7A-8A SUN MORN NEWS | 7A-8A | S | :30 1 | \$350.00 P3 | 0.00 NM | 1 | \$350.00 |
| <u>Start Date</u> <u>End Date</u> Week: 10/01/12 <u>10/07/12</u> | Weekdays Spots/Week | Rate \$350.00 | Rating 0.00 | | | | | |
| N 2 KMGH 10/07/12 10/07/12 | 9A-10A SUN MORN NE'ØA 9A-10A SUN MORN NEWS | 9A-10A | S | :30 1 | \$700.00 P2 | 0.00 NM | 1 | \$700.00 |
| Start Date End Date Week: 10/01/12 10/07/12 | Weekdays Spots/Week 1 | <u>Rate</u> \$700.00 | Rating 0.00 | | | | | |
| N 3 KMGH 10/07/12 10/07/12 | 5pm News Sunday CA 5pm News Sun Local News | 5P-6P | S | :30 1 | \$850.00 P2 | 0.00 NM | 1 | \$850.00 |
| Start Date End Date Week: 10/01/12 10/07/12 | Weekdays Spots/Week 1 | <u>Rate</u> \$850.00 | Rating 0.00 | | | | | |
| N 4 KMGH 10/02/12 10/08/12 | 10P NEWS - M-F/SU CA 10P NEWS (M-F/SU) | 10P-1037P | 11111-1 | :30 6 | \$2,600.00 P2 | 0.00 NM | 6 | \$15,600.00 |
| Start Date End Date Week: 10/02/12 10/08/12 | Weekdays Spots/Week 6 | Rate \$2,600.00 | Rating 0.00 | | | | | |
| N 5 KMGH 10/07/12 10/07/12 | SUN Sports Extra-KMGICA 10P News Sunday Sports | 1037P-11p | S | :30 1 | \$850.00 P2 | 0.00 NM | 1 | \$850.00 |
| Start Date End Date Week: 10/01/12 10/07/12 | Weekdays Spots/Week 1 | Rate \$850.00 | Rating 0.00 | | | | | |
| N 6 KMGH 10/06/12 10/06/12 | 10P NEWS - SAT CA 10P NEWS (SAT) | 10P-1037P | S- | :30 1 | \$1,000.00 P2 | 0.00 NM | 1 | \$1,000.00 |
| Start Date End Date Week: 10/01/12 10/07/12 | Weekdays Spots/Week | Rate \$1,000.00 | Rating 0.00 | | | | | |

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Order / Rev: 186291 Advertiser: Issue/American Crossroads

Alt Order #: Product Desc: American Crossroads KMGH

Flight Dates: 10/02/12 - 10/08/12 Estimate: 1065

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|--------------------|------------------|----------------------|--------------------------------------|-------------------|-------------------------|----------------|--------|-----|---------------|----------|-------|-------------|
| N 7 KMGH | 10/06/1 | 2 10/06/12 | 5-6p News Sature 5pm News Sature | • | 5P-6p | S- | :30 | 1 | \$650.00 P2 | 0.00 NM | 1 | \$650.00 |
| Star Week: 10/0 | rt Date 01/12 | End Date 10/07/12 | Weekdays S- | Spots/Week 1 | Rate \$650.00 | Rating 0.00 | | | | | | |
| N 8 KMGH | 10/06/1 | 2 10/06/12 | 7-9a Sat Morning 7-9a Sat Morning | | 7A-9A | S- | :30 | 1 | \$650.00 P2 | 0.00 NM | 1 | \$650.00 |
| Star Week: 10/0 | rt Date 01/12 | End Date 10/07/12 | Weekdays S- | Spots/Week 1 | Rate \$650.00 | Rating 0.00 | | | | | | |
| N 9 KMGH | 10/06/1 | 2 10/06/12 | ABC GMA SAT GMA SAT | CA | Sat GMA 6A | -7AS- | :30 | 1 | \$300.00 P2 | 0.00 NM | 1 | \$300.00 |
| Star Week: 10/0 | rt Date 01/12 | End Date 10/07/12 | Weekdays S- | Spots/Week 1 | Rate \$300.00 | Rating 0.00 | | | | | | |
| N10 KMGH | 10/05/1 | 2 10/05/12 | ABC Fri A ABC Fri A | CA | 7P-8P | F | :30 | 1 | \$2,500.00 P1 | 0.00 NM | 1 | \$2,500.00 |
| Star Week: 10/0 | rt Date 01/12 | End Date 10/07/12 | Weekdays F | Spots/Week 1 | Rate \$2,500.00 | Rating 0.00 | | | | | | |
| N11 KMGH | 10/02/1 | 2 10/02/12 | ABC Tue C ABC Tue C | CA | 9P-10P | - T | :30 | 1 | \$8,000.00 P2 | 0.00 NM | 1 | \$8,000.00 |
| Star Week: 10/0 | rt Date 01/12 | End Date 10/07/12 | Weekdays - T | Spots/Week 1 | Rate \$8,000.00 | Rating 0.00 | | | | | | |
| N12 KMGH | 10/02/1 | 2 10/08/12 | 430-5A News M-F 7News at 430am | | 430A-5A | 11111 | :30 | 5 | \$75.00 P2 | 0.00 NM | 5 | \$375.00 |
| Star Week: 10/0 | rt Date 02/12 | End Date 10/08/12 | Weekdays 11111 | Spots/Week 5 | <u>Rate</u> \$75.00 | Rating 0.00 | | | | | | |
| N13 KMGH | 10/08/1 | 2 10/08/12 | Jimmy Kimmel Jimmy Kimmel | CA | 11:03P-12:0 | 7A 1 | :30 | 1 | \$400.00 P2 | 0.00 NM | 1 | \$400.00 |
| Star Week: 10/0 | rt Date 02/12 | End Date 10/08/12 | Weekdays 1 | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| N14 KMGH | 10/02/1 | 2 10/08/12 | Nightline Nightline | CA | 1037P-1103 | P 11111 | :30 | 5 | \$1,400.00 P2 | 0.00 NM | 5 | \$7,000.00 |
| Star Week: 10/0 | rt Date 02/12 | End Date 10/08/12 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$1,400.00 | Rating 0.00 | | | | | | |
| N15 KMGH | 10/02/1 | 2 10/08/12 | 630-7P WHEEL (630-7p WHEEL (| , | 630-7P | 11111 | :30 | 5 | \$3,400.00 P2 | 0.00 NM | 5 | \$17,000.00 |
| Star Week: 10/0 | rt Date 02/12 | End Date 10/08/12 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$3,400.00 | Rating 0.00 | | | | | | |
| N16 KMGH | 10/02/1 | 2 10/08/12 | 6p-630p JEOPAR 6P-630P JEOPA | ` | 6P-630P | 11111 | :30 | 5 | \$3,400.00 P1 | 0.00 NM | 5 | \$17,000.00 |
| Star Week: 10/0 | rt Date 02/12 | End Date 10/08/12 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$3,400.00 | Rating 0.00 | | | | | | |
| N17 KMGH | 10/02/1 | 2 10/08/12 | 5-530P News M-F 5-530P News | F/KMG I CA | 5P-530P | 11111 | :30 | 5 | \$1,000.00 P3 | 0.00 NM | 5 | \$5,000.00 |
| Star Week: 10/0 | rt Date 02/12 | End Date 10/08/12 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$1,000.00 | Rating 0.00 | | | | | | |
| N18 KMGH | 10/02/1 | 2 10/08/12 | DR. OZ - 4PM Dr. Oz | CA | 4P-5P | 11111 | :30 | 5 | \$800.00 P2 | 0.00 NM | 5 | \$4,000.00 |
| Star Week: 10/0 | rt Date 02/12 | End Date 10/08/12 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$800.00 | Rating 0.00 | | | | | | |
| N19 KMGH | 10/02/1 | 2 10/08/12 | Katie M-F 3-4pm M-F 3-4pm | CA | 3-4pm | 11111 | :30 | 5 | \$700.00 P2 | 0.00 NM | 5 | \$3,500.00 |
| Star Week: 10/0 | nt Date 02/12 | End Date 10/08/12 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$700.00 | Rating 0.00 | | | | | | |
| N20 KMGH | 10/02/1 | 2 10/08/12 | M-F 2-230pm M-F 2-230pm | CA | 2-230pm | 1- 1- 1 | :30 | 3 | \$500.00 P2 | 0.00 NM | 3 | \$1,500.00 |
| Star Week: 10/0 | rt Date 02/12 | End Date 10/08/12 | Weekdays 1-1-1 | Spots/Week 3 | <u>Rate</u> \$500.00 | Rating 0.00 | | | | | | |
| N21 KMGH | 10/02/1 | 2 10/08/12 | M-F 2-230pm M-F 2-230pm | CA | 2-230pm | - 1- 1 | :30 | 2 | \$500.00 P2 | 0.00 NM | 2 | \$1,000.00 |
| Star | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |

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Order / Rev: 186291 Advertiser: Issue/American Crossroads

Alt Order #: Product Desc: American Crossroads KMGH

Flight Dates: 10/02/12 - 10/08/12 Estimate: 1065

| Ln Ch Start | End | Inventory Code | Break | Start/End | Time Days | Len S | pots | Rate Pri | Rtg Type | Spots | Amount |
|------------------------------|----------------------|--------------------------------------|-----------------|-------------------------|----------------|-------|------|---------------|----------|-------|------------|
| N21 KMGH 10/02/ | 12 10/08/12 | M-F 2-230pm M-F 2-230pm | CA | 2-230pm | - 1- 1 | :30 | 2 | \$500.00 P2 | 0.00 NM | 2 | \$1,000.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | Weekdays - 1- 1 | Spots/Week 2 | <u>Rate</u> \$500.00 | Rating 0.00 | | | | | | |
| N22 KMGH 10/02/ | 12 10/08/12 | General Hospital General Hospital | CA | 1P-2P | 11111 | :30 | 5 | \$700.00 P1 | 0.00 NM | 5 | \$3,500.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | Weekdays 11111 | Spots/Week 5 | <u>Rate</u> \$700.00 | Rating 0.00 | | | | | | |
| N23 KMGH 10/02/ | 12 10/08/12 | The CHEW The CHEW | CA | 1157A-1P | 11111 | :30 | 5 | \$600.00 P1 | 0.00 NM | 5 | \$3,000.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | Weekdays 11111 | Spots/Week 5 | Rate \$600.00 | Rating 0.00 | | | | | | |
| N24 KMGH 10/02/ | 12 10/08/12 | 11A-12P News/KI 11A-12P News | MGH CA | 11A-12P | 11111 | :30 | 5 | \$800.00 P1 | 0.00 NM | 5 | \$4,000.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | Weekdays 11111 | Spots/Week 5 | Rate \$800.00 | Rating 0.00 | | | | | | |
| N25 KMGH 10/02/ | 12 10/08/12 | The View THE VIEW | CA | 10A-11A | 11111 | :30 | 5 | \$1,000.00 P1 | 0.00 NM | 5 | \$5,000.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | Weekdays 11111 | Spots/Week 5 | Rate \$1,000.00 | Rating 0.00 | | | | | | |
| N26 KMGH 10/02/ | 12 10/08/12 | 9a-10a / KMGH 9a-10a | CA | 9A-10A | 11111 | :30 | 5 | \$500.00 P2 | 0.00 NM | 5 | \$2,500.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$500.00 | Rating 0.00 | | | | | | |
| N27 KMGH 10/02/ | 12 10/08/12 | GMA M-F 7-9A / I GMA M-F 7-9A | KMGH CA | 7A-9A | 22222 | :30 | 10 | \$850.00 P3 | 0.00 NM | 10 | \$8,500.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | Weekdays 22222 | Spots/Week 10 | Rate \$850.00 | Rating 0.00 | | | | | | |
| N28 KMGH 10/02/ | 12 10/08/12 | 6-7A News M-F/K 6-7A News | MGH CA | 6A-7A | 11111 | :30 | 5 | \$750.00 P3 | 0.00 NM | 5 | \$3,750.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | <u>Weekdays</u> 11111 | Spots/Week 5 | <u>Rate</u> \$750.00 | Rating 0.00 | | | | | | |
| N29 KMGH 10/02/ | 12 10/08/12 | 7News at 530AM 7News at 530AM | CA | 530AM-6AM | 11111 | :30 | 5 | \$600.00 P2 | 0.00 NM | 5 | \$3,000.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$600.00 | Rating 0.00 | | | | | | |
| N30 KMGH 10/02/ | | 7News at 5AM 7News at 5AM | CA | 5AM-530AM | | :30 | 5 | \$400.00 P3 | 0.00 NM | 5 | \$2,000.00 |
| Start Date Week: 10/02/12 | End Date 10/08/12 | Weekdays 11111 | Spots/Week 5 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |

Totals 107 \$123,475.00